



COMMUNITY RELATIONS & PUBLIC INFORMATION
707 NORTH ARMSTRONG PLACE
BOISE, ID 83704-0825
TEL. (208) 327-8625
FAX (208) 327-8554
www.cdhd.org

To prevent and treat disease and disability; to promote healthy lifestyles; and to protect and promote the health and quality of our environment.

MEDIA ADVISORY

Date: May 3, 2001

**Contact: Nancy Rush
327-8546**

TREASURE VALLEY SAFE KIDS COALITION TO FIGHT BIGGEST SUMMERTIME RISKS TO KIDS DURING NATIONAL SAFE KIDS WEEK (May 5-12)

Free Interactive Safety Event Teaches Parents and Kids Important Lessons About Keeping Safe

**WHO: Treasure Valley Safe Kids
State Farm Insurance**

WHAT: To celebrate National SAFE KIDS Week 2001, the **Treasure Valley Safe Kids Coalition** and **State Farm Insurance** will host **State Farm Child Safety Day**. This safety fair will provide parents, caregivers, and children the opportunity to learn about summer safety together, through interactive displays and games. Safety stations will encourage parents and children to ride safe, swim safe, wheel safe, walk safe and play safe this summer.

Free Child Car Seat Check Up and Bike Helmets for \$ 7.00.

WHEN: May 12, 2001 - 10:00 am to 2:00 pm

WHERE: Western Idaho Fairgrounds

WHY: ***This summer children will be rushed to emergency rooms nearly 3 million times, for serious preventable injuries resulting from motor vehicle crashes, drowning, bike crashes, pedestrian incidents, falls and other hazards. Preventable injuries are the leading killer of children ages 14 and under. While parents and children often think of summer as the season for fun, emergency room doctors know it as "trauma season." Through public awareness activities like National SAFE KIDS Week, the Treasure Valley Safe Kids Coalition seeks to educate parents about these potential risks to children.***

SAFE KIDS will release a new nationwide report on trauma season, highlighting the biggest summertime risks to children, on May 3, 2001. Two new surveys looking at the safety attitudes and behaviors of adults and children (ages 7 to 12) will also be released. For more information or for a copy of the report and surveys, contact the National SAFE KIDS communications department at (202) 662-0600 or visit www.safekids.org.

The Treasure Valley Safe Kids Coalition is part of the National SAFE KIDS Campaign, the first and only national organization dedicated solely to the prevention of unintentional childhood injury – the number one killer of children ages 14 and under. More than 300 state and local SAFE KIDS Coalitions in all 50 states, the District of Columbia and Puerto Rico comprise the Campaign. Former U.S. Surgeon General C. Everett Koop, M.D., ScD, is chairman of the Campaign. Johnson & Johnson is the Campaign's founding sponsor.

WWW.CDHD.ORG

###